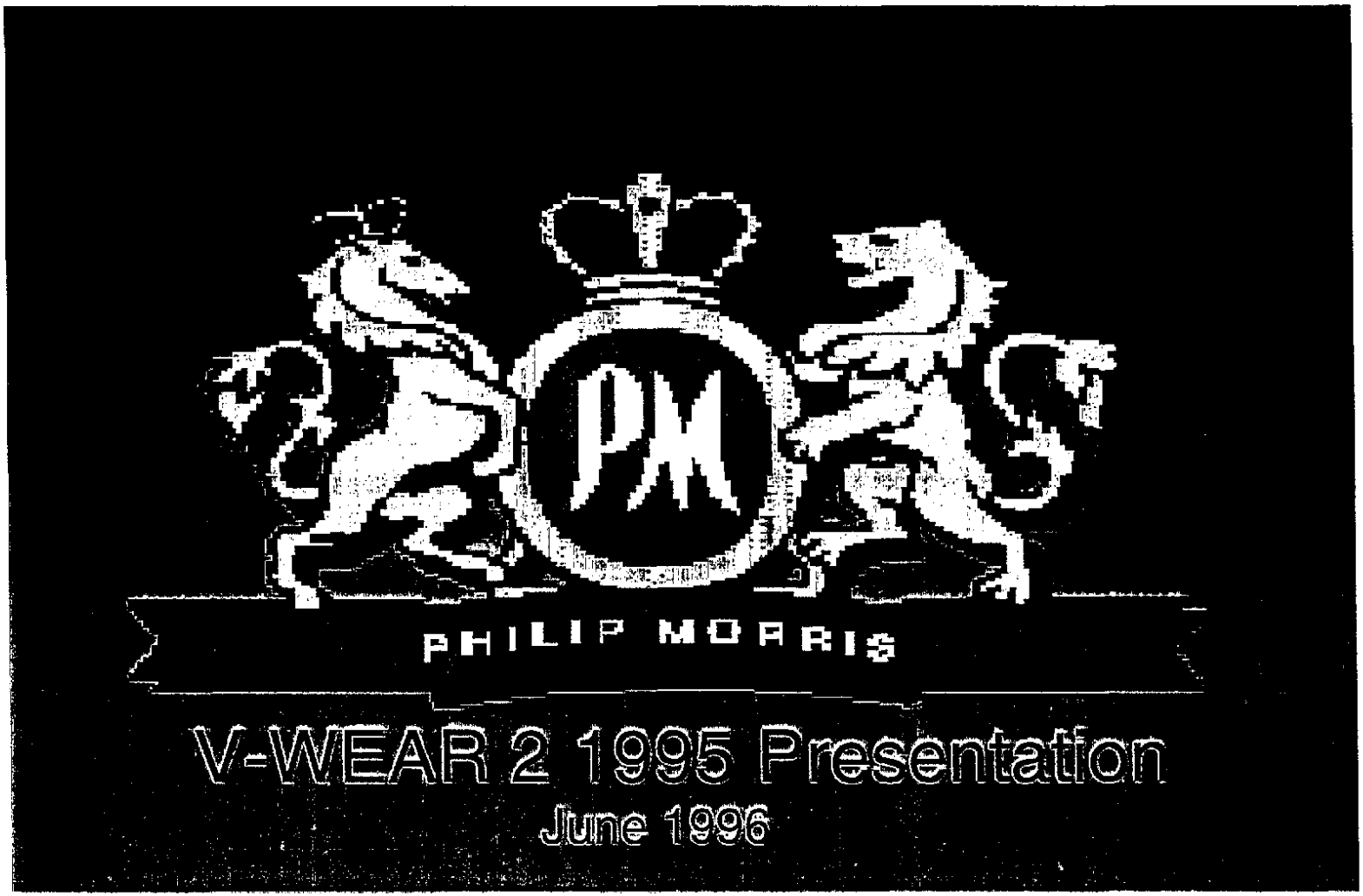



*Program Evaluation & Information*

2070662810

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

## KEY FINDINGS

- Based upon response patterns, V-Wear catalog responders are redeeming sooner than in past programs, with previously collected UPCs.
- The majority of V-Wear responders redeem in only one program.
- As in past programs, a large percent of V-Wear 2 1995 redeemers did not respond in previous V-Wear programs.
- Regions 1, 2, and 4 accounted for more than their fair share of V-Wear 2 1995 responders.
- Direct mail and retail catalog response was better in Region 4 than the rest of the country.
- Region 1 & 4 responders were more likely to order high end items than responders in other regions.



2070628111

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# PROGRAM SPECIFICS

| | |
|---|---|
| PROGRAM LENGTH | 6 MONTHS |
| START DATE | 8/1/95 |
| END DATE | 1/31/96 |
| TOTAL ITEMS | 12 |
| LOW ITEMS | 3 |
| MID ITEMS | 5 |
| HIGH ITEMS | 4 |



2070662812

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# PROGRAM CIRCULATIONS

| | |
|---|---|
| DIRECT MAIL | 628,149 |
| CARTON INSERT | 5,000,000 |
| FSI | 42,000,000 |
| RETAIL | 944,040 |
| MAGAZINE | 35,000,000 |



2070662813

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# PROGRAM RESULTS

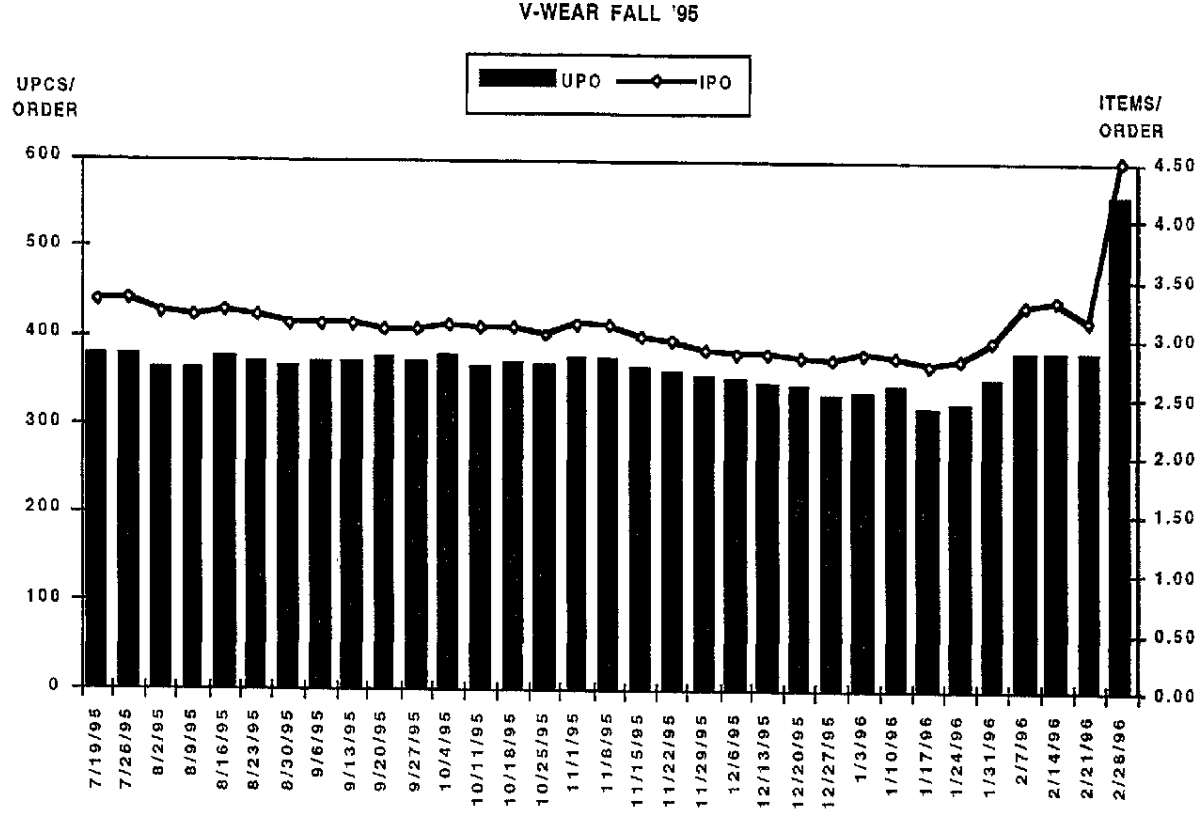
| | VW 1993 | VW 1 1994 | VW 2 1994 | VW 1 1995 | VW 2 1995 |
|---|---|---|---|---|---|
| #Items Available | 11 | 12 | 7 | 4 | 12 |
| #Items Ordered | 470,160 | 440,164 | 89,073 | 150,429 | 295,624 |
| #UPCs Redeemed | 30,736,145 | 34,978,960 | 11,370,525 | 11,418,075 | 35,250,175 |
| #Responders | 163,615 | 172,407 | 56,293 | 63,930 | 95,685 |
| #Orders | 192,887 | 197,802 | 56,846 | 64,343 | 96,601 |
| Avg. Items/Order | 2.53 | 2.23 | 1.57 | 2.34 | 3.06 |
| Avg. UPCs/Order | 165 | 177 | 200 | 177 | 365 |



2070662814

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# IPO/UPO



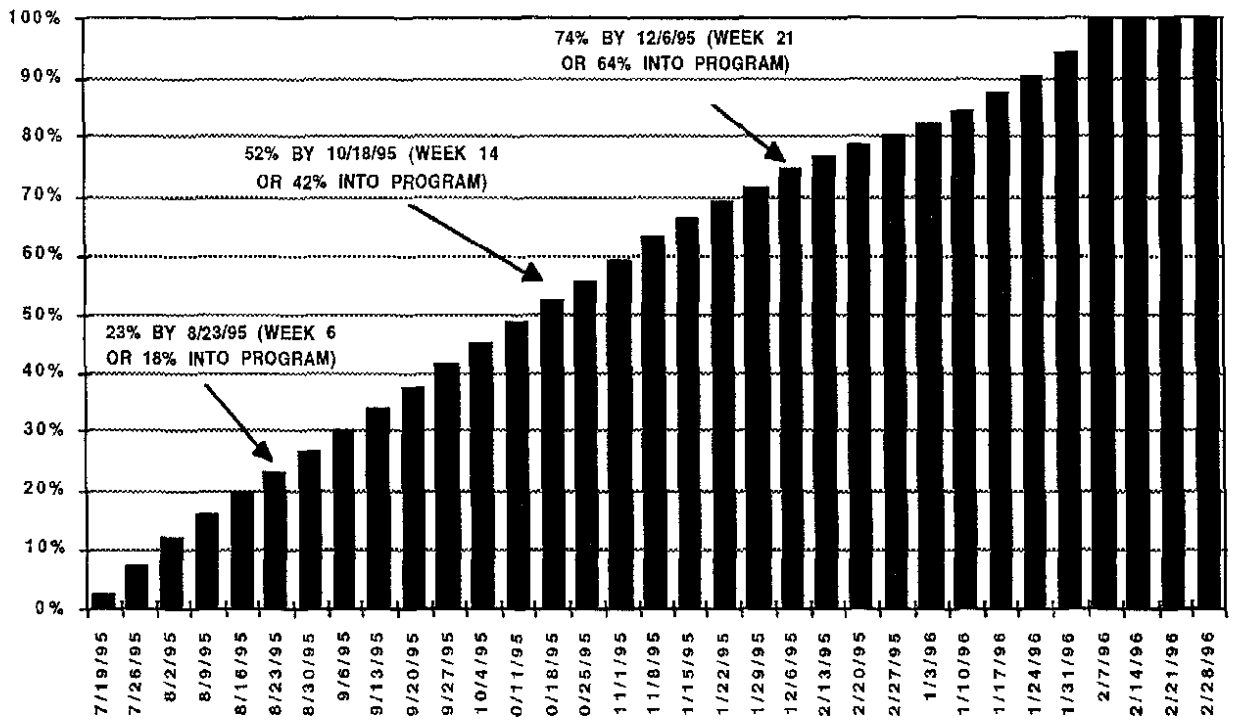



Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

2070662815

# % CUMULATIVE NEW RESPONDERS

V-WEAR FALL '95:
%CUM NEW RESPONDERS

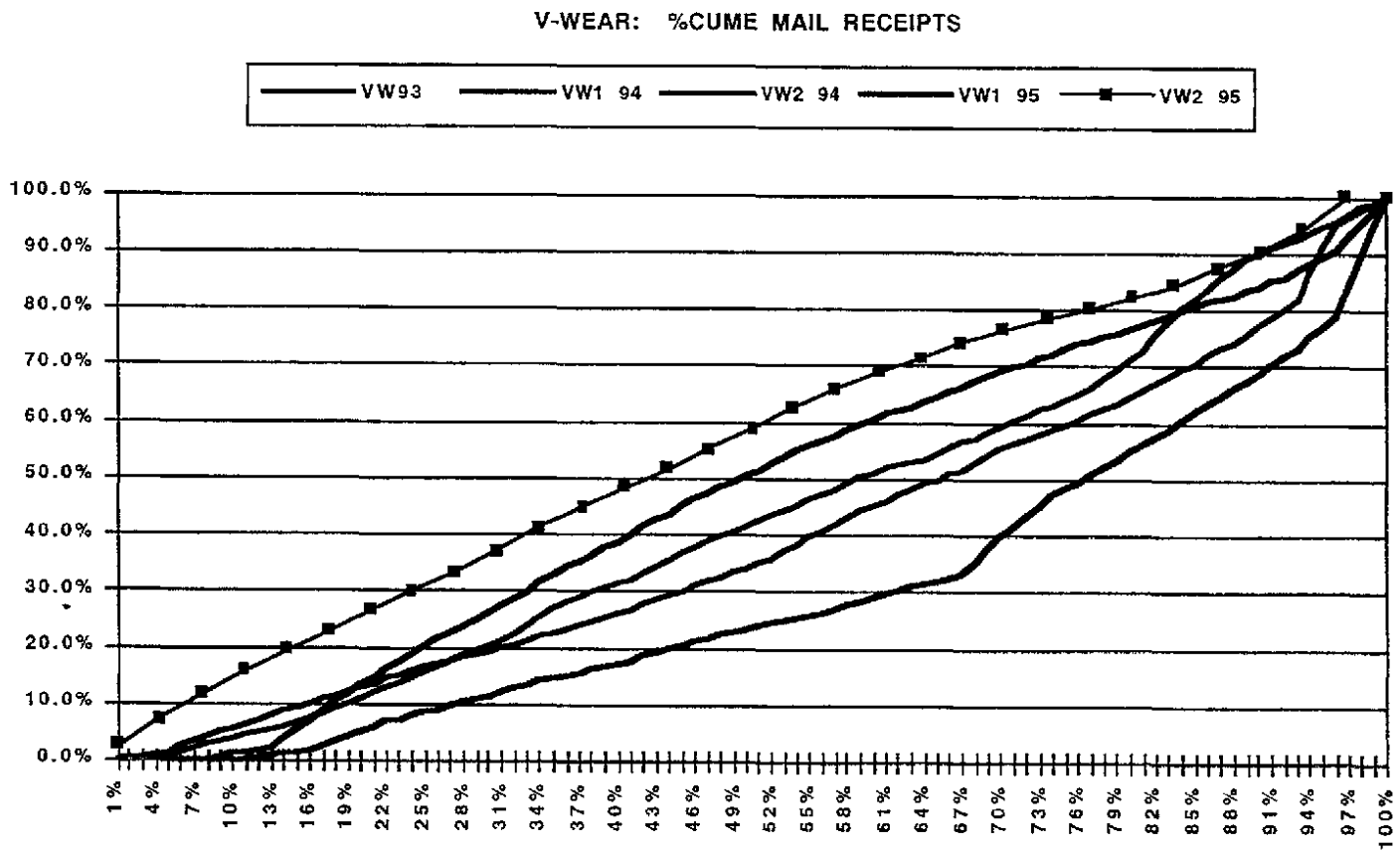





2070662816

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# % OF CUMULATIVE MAIL RECEIPTS BY V-WEAR PROGRAM

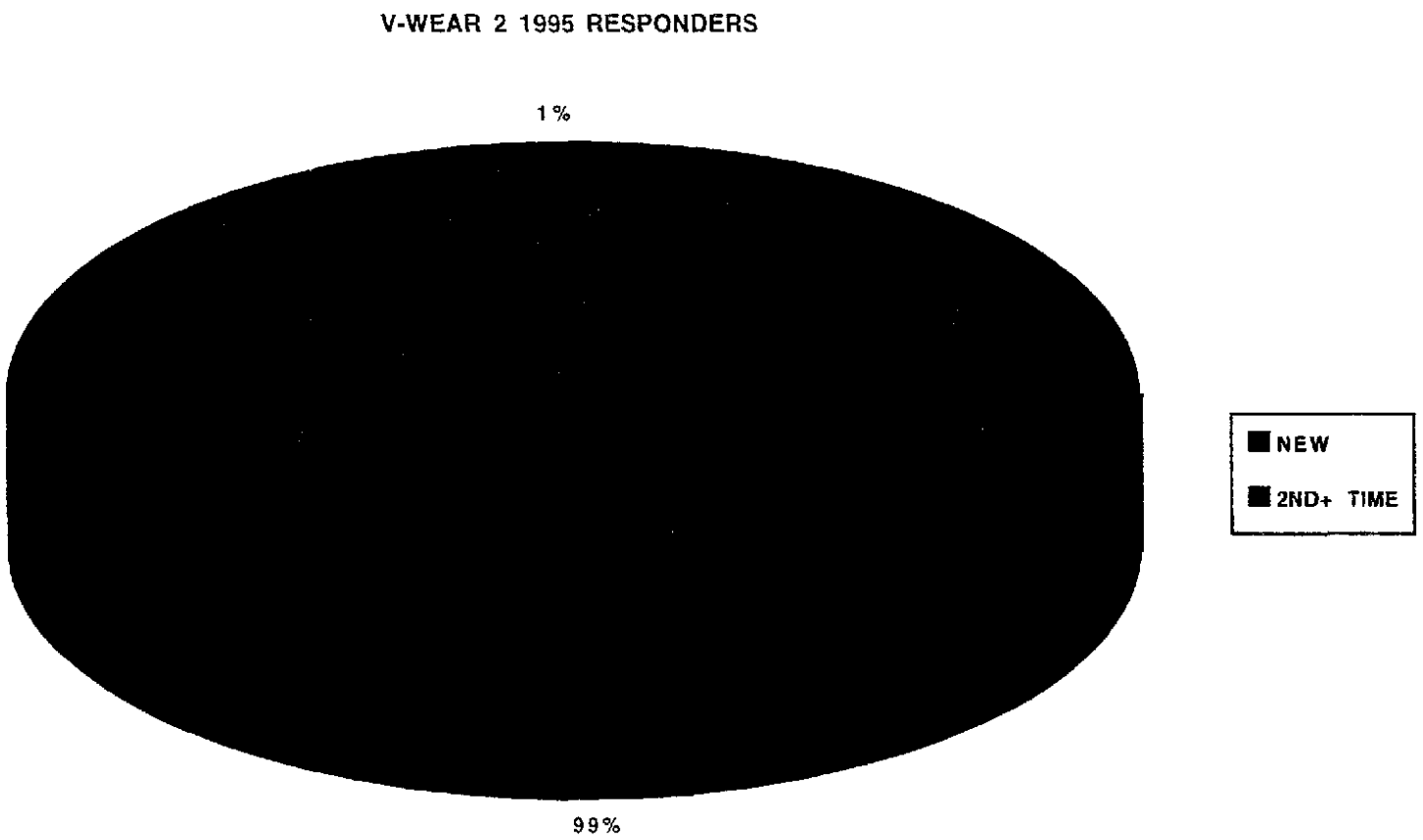





2070662817

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# % REPEAT RESPONDERS

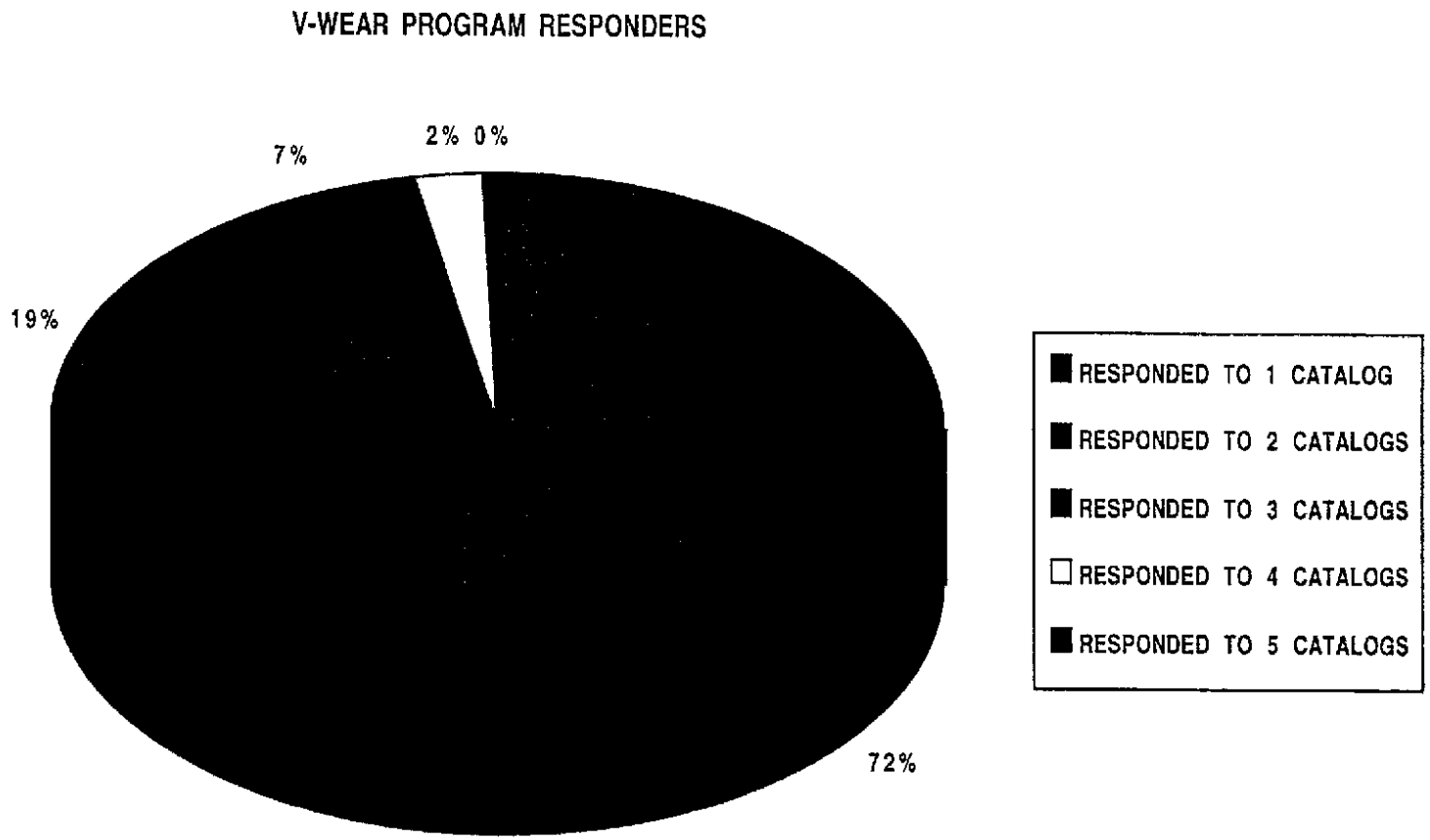





2070662818

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# RESPONDERS ACROSS ALL V-WEAR PROGRAMS



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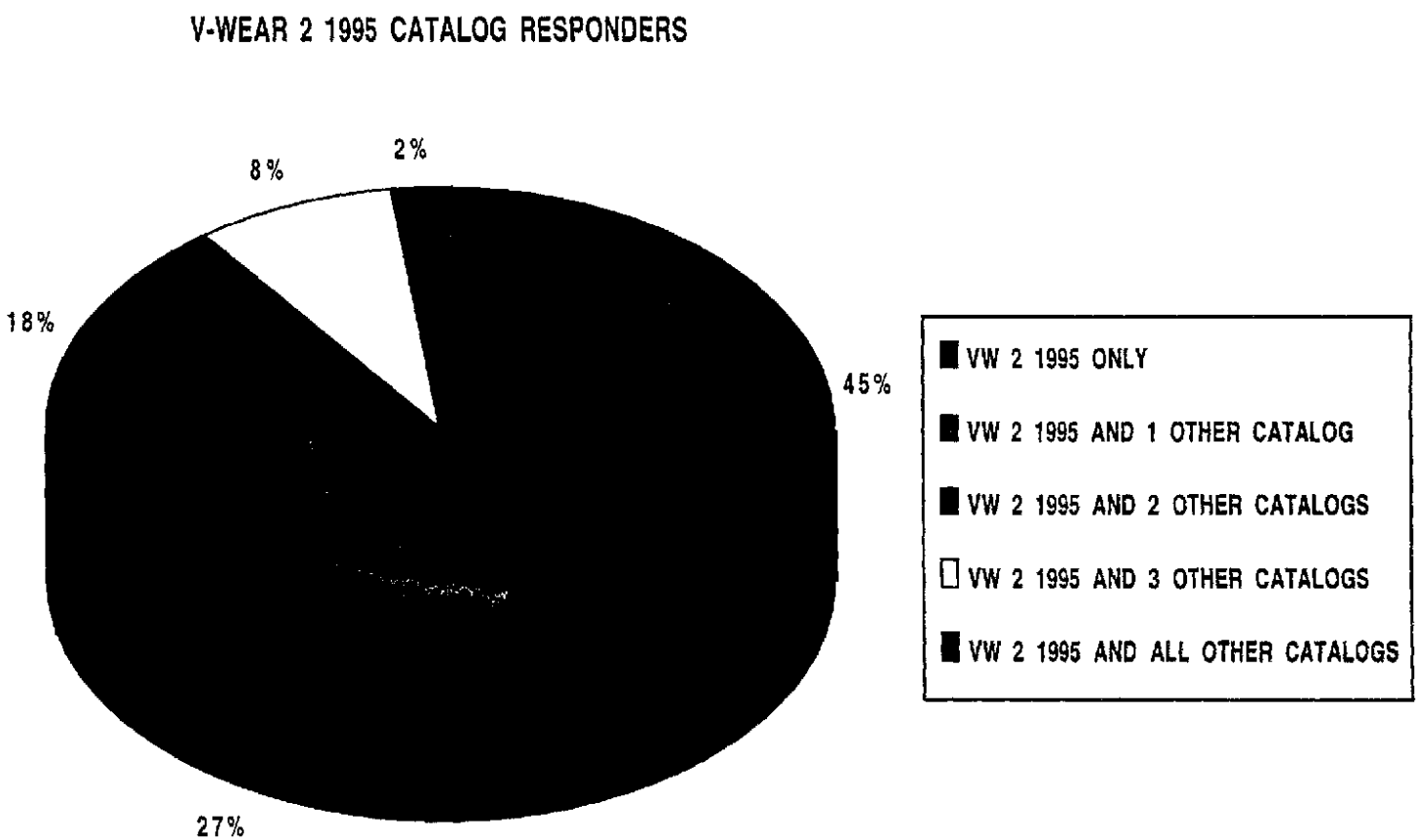
Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# RESPONDERS WITHIN V-WEAR 2 1995

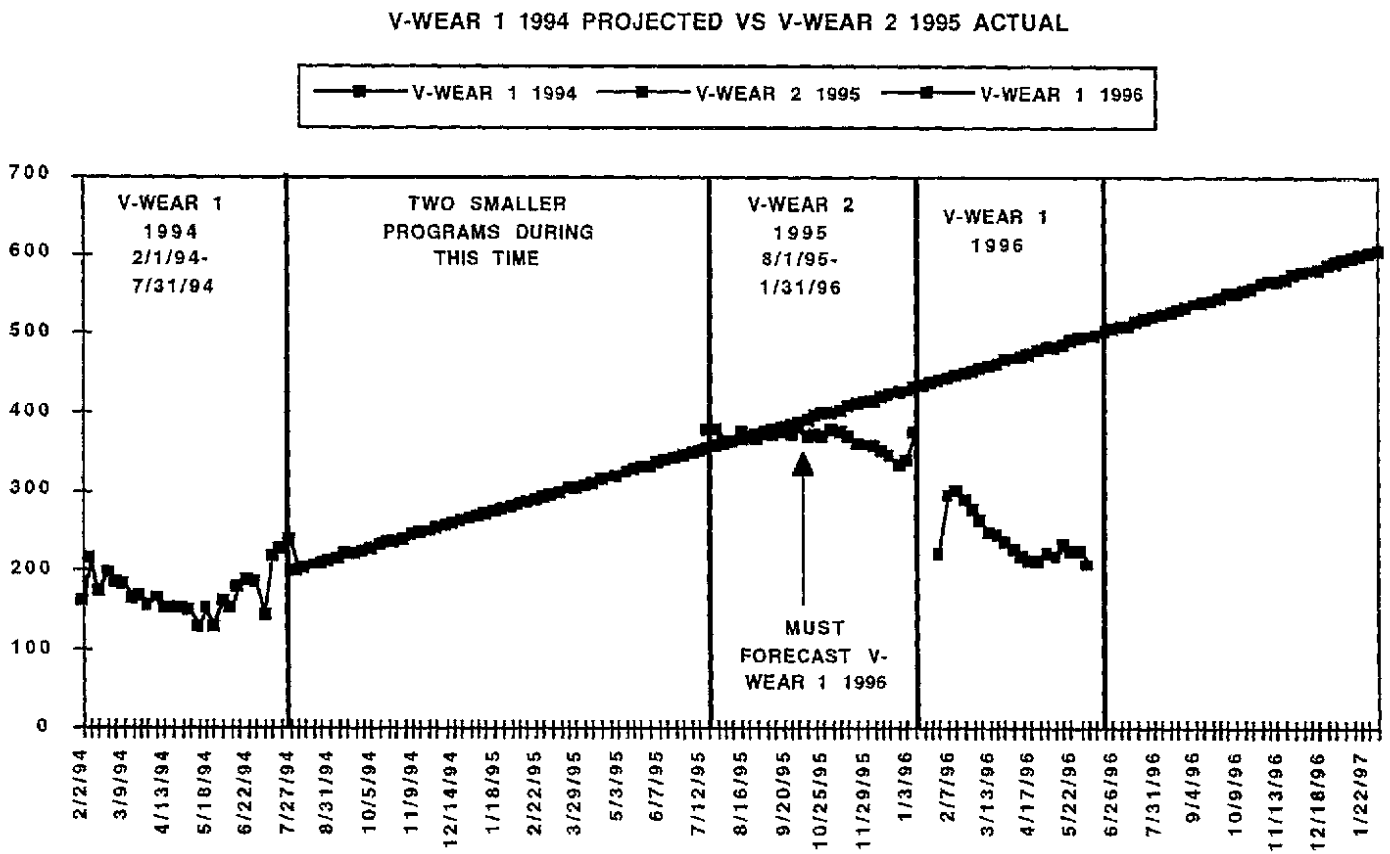





2070662820

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# PROJECTED UPO VERSUS ACTUAL

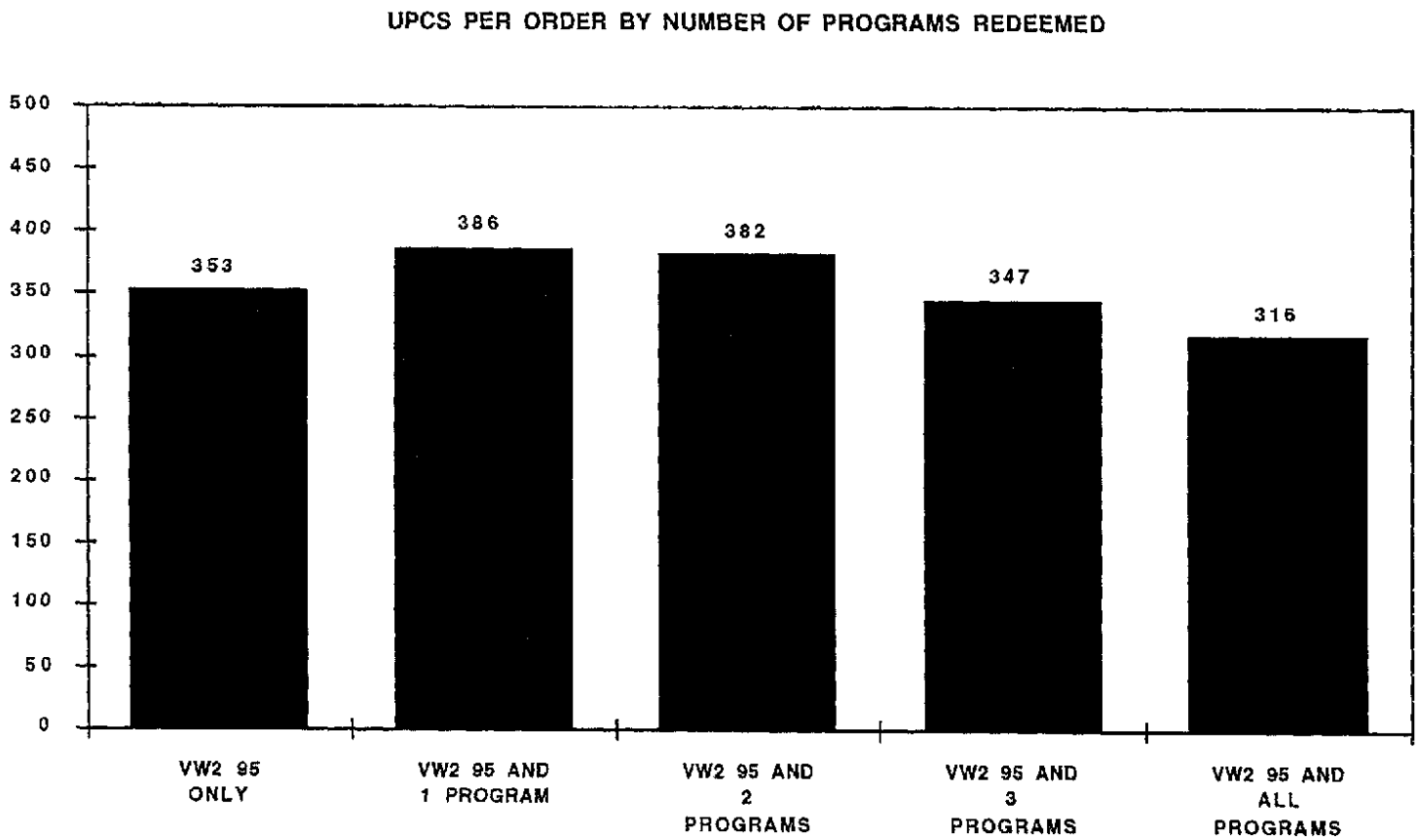





2070662821

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# UPO BY NUMBER OF PROGRAMS

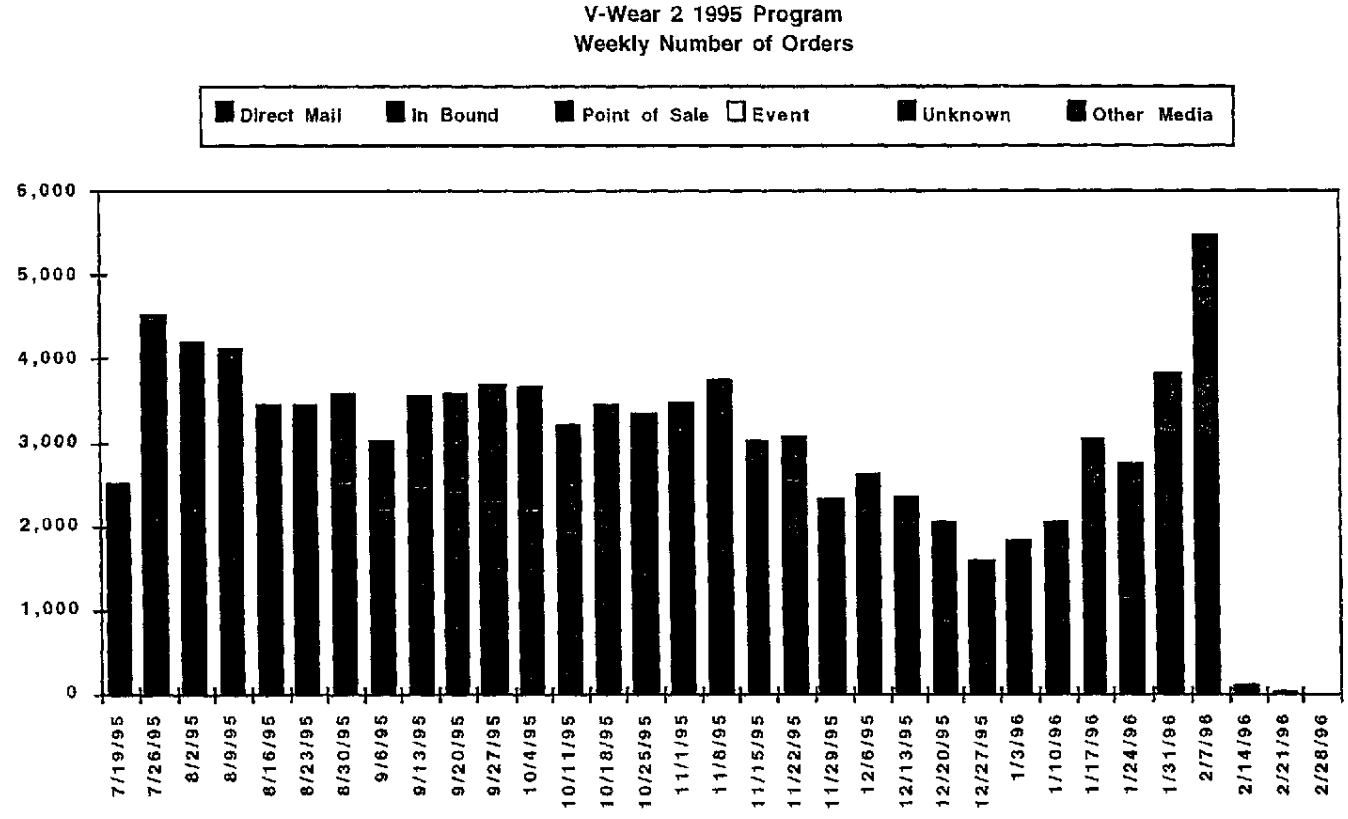





2070662822

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# WEEKLY ORDERS

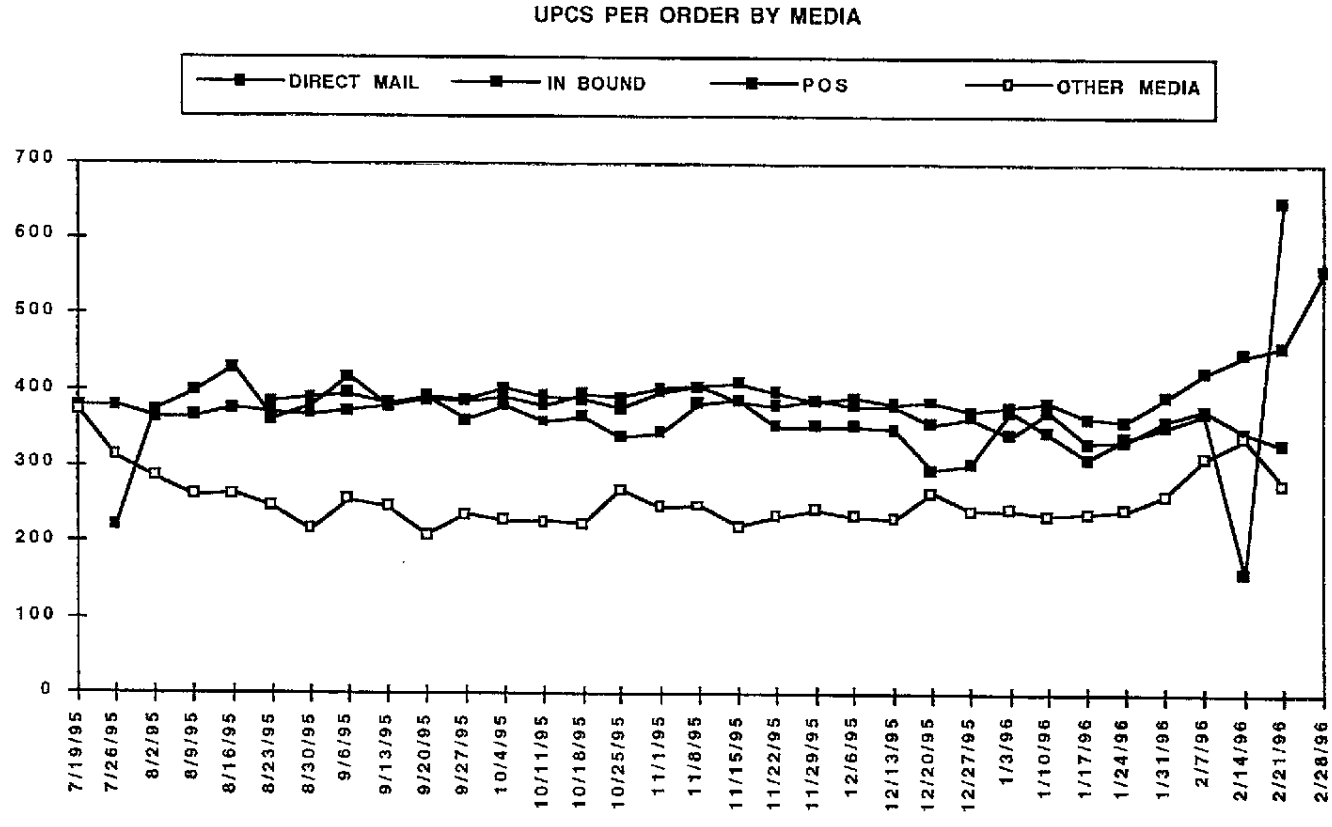





2070662823

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# UPO BY MEDIA

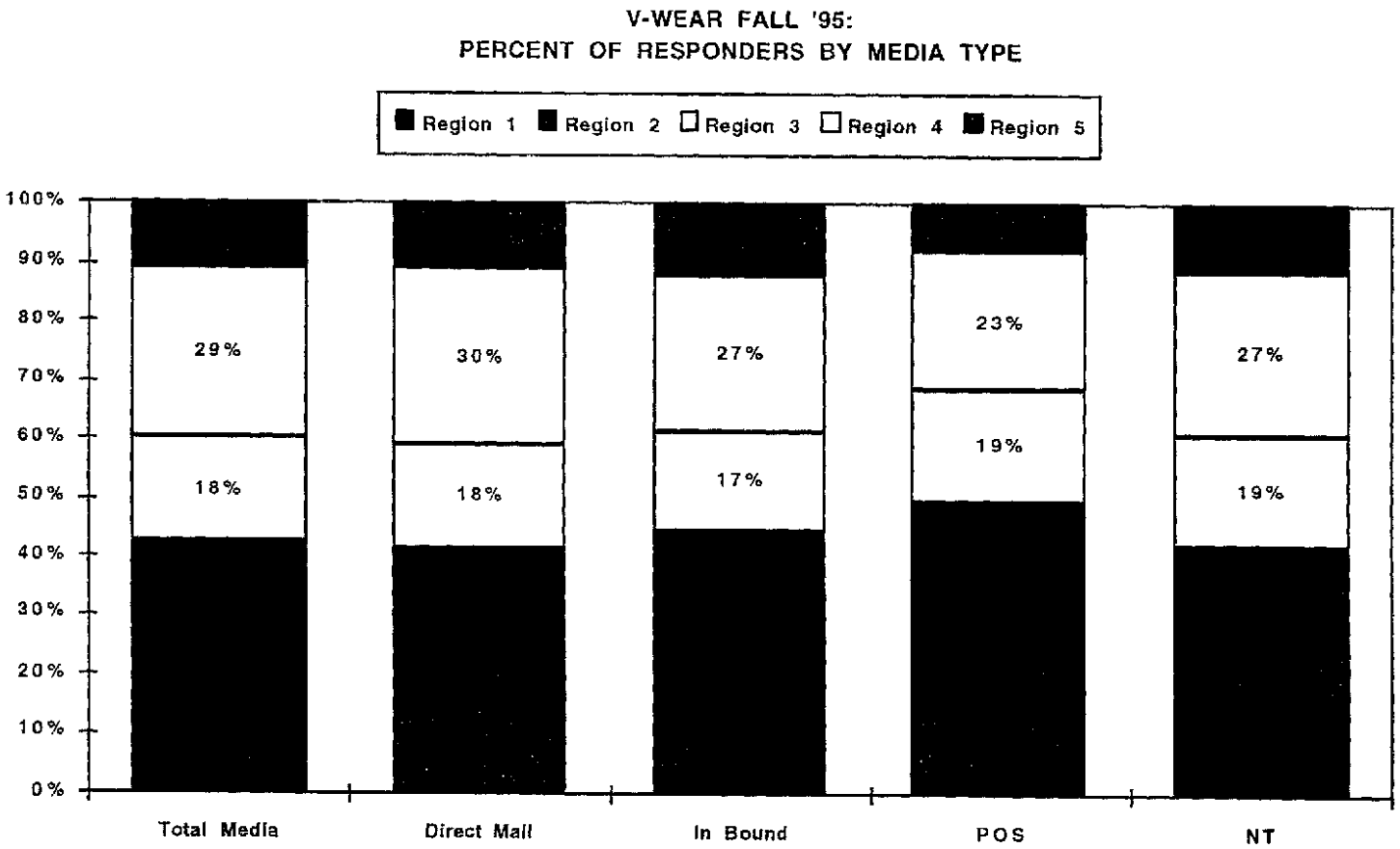





2070662824

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# PERCENT OF RESPONDERS BY MEDIA



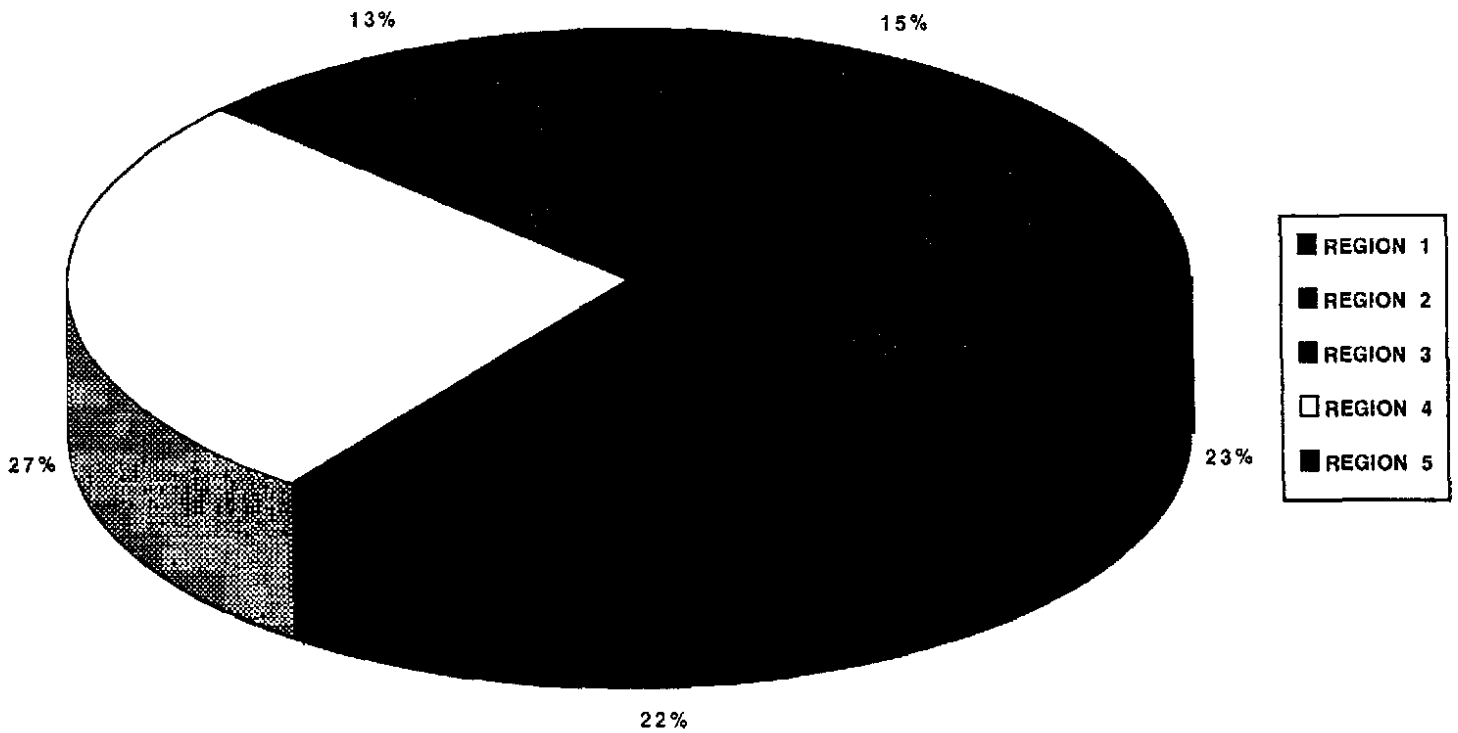



2070662825

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# CONSUMER TRACKING REGION PROFILE

VIRGINIA SLIMS REGION PROFILE (CTS)

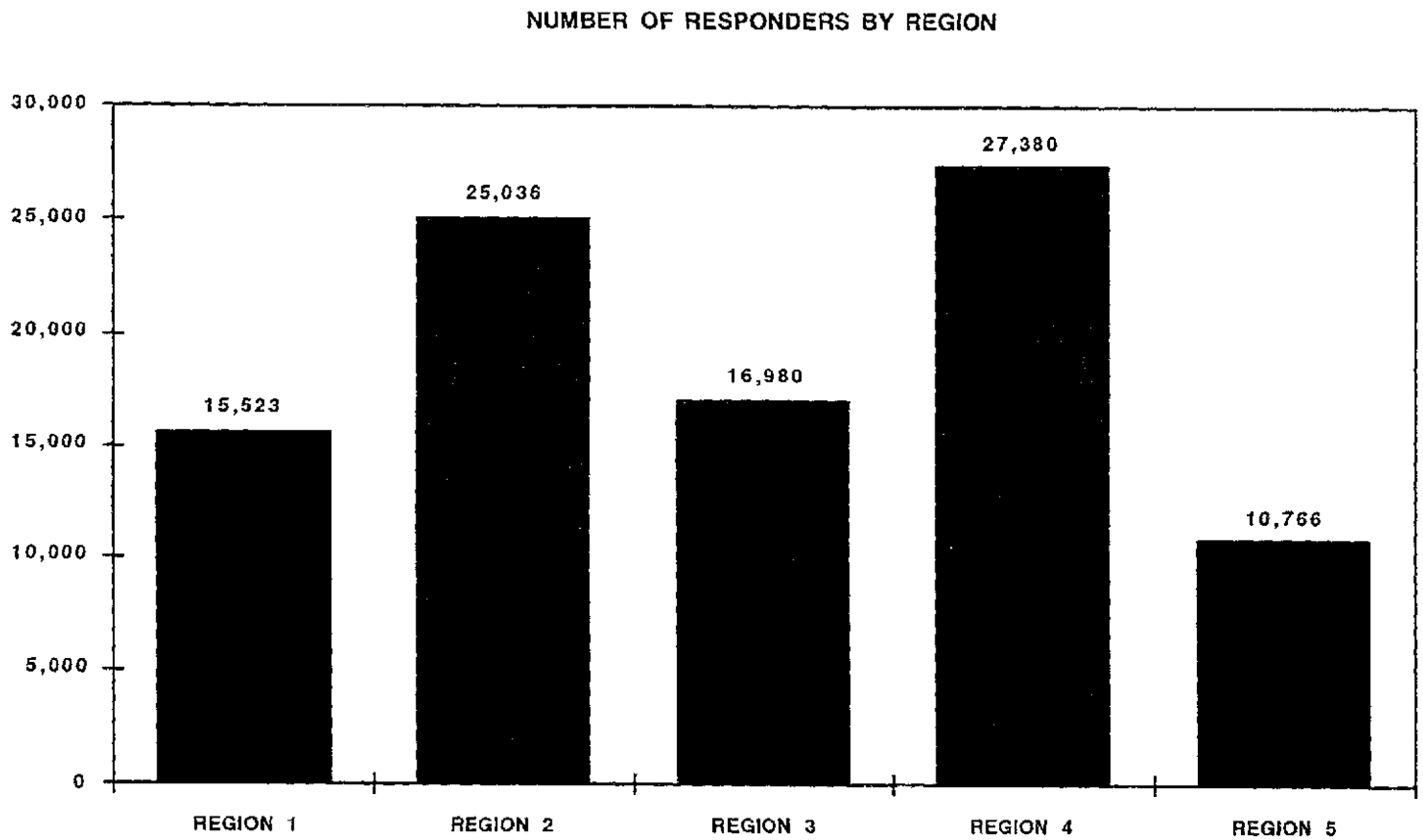





2070662826

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# NUMBER OF RESPONDERS BY REGION

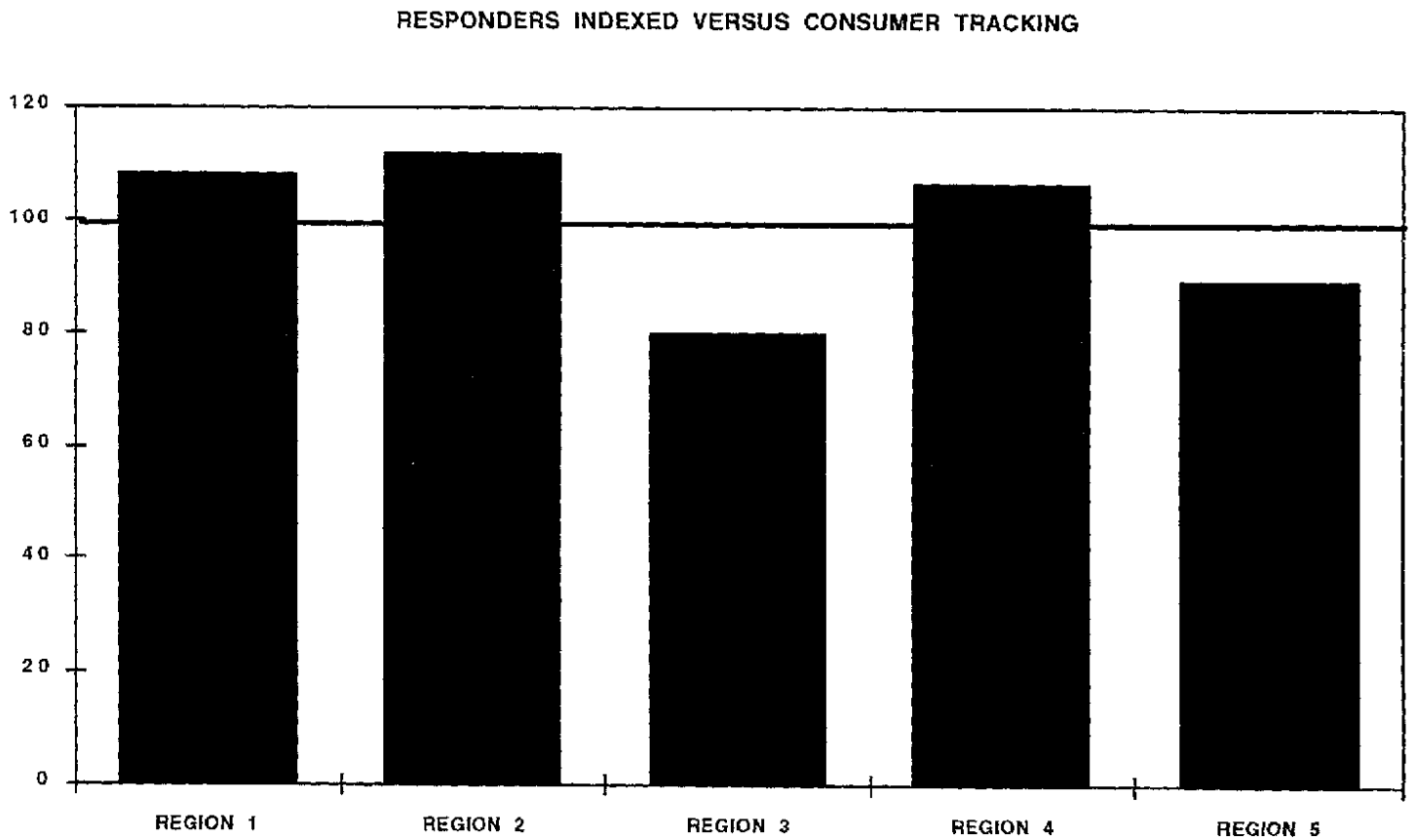





2070662827

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# RESPONDERS INDEXED VERSUS BRAND PROFILE

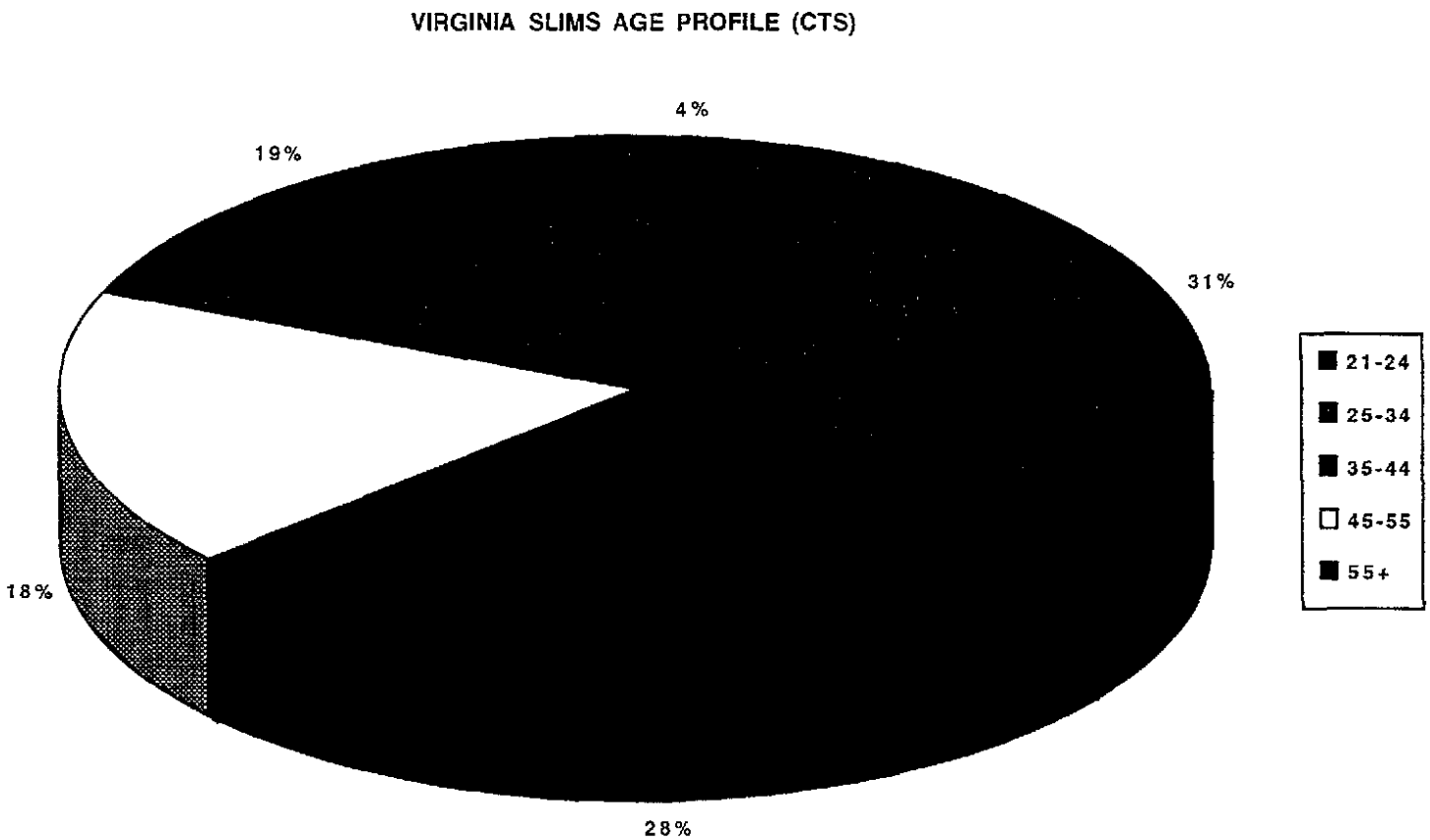





2070662828

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# CONSUMER TRACKING AGE PROFILE



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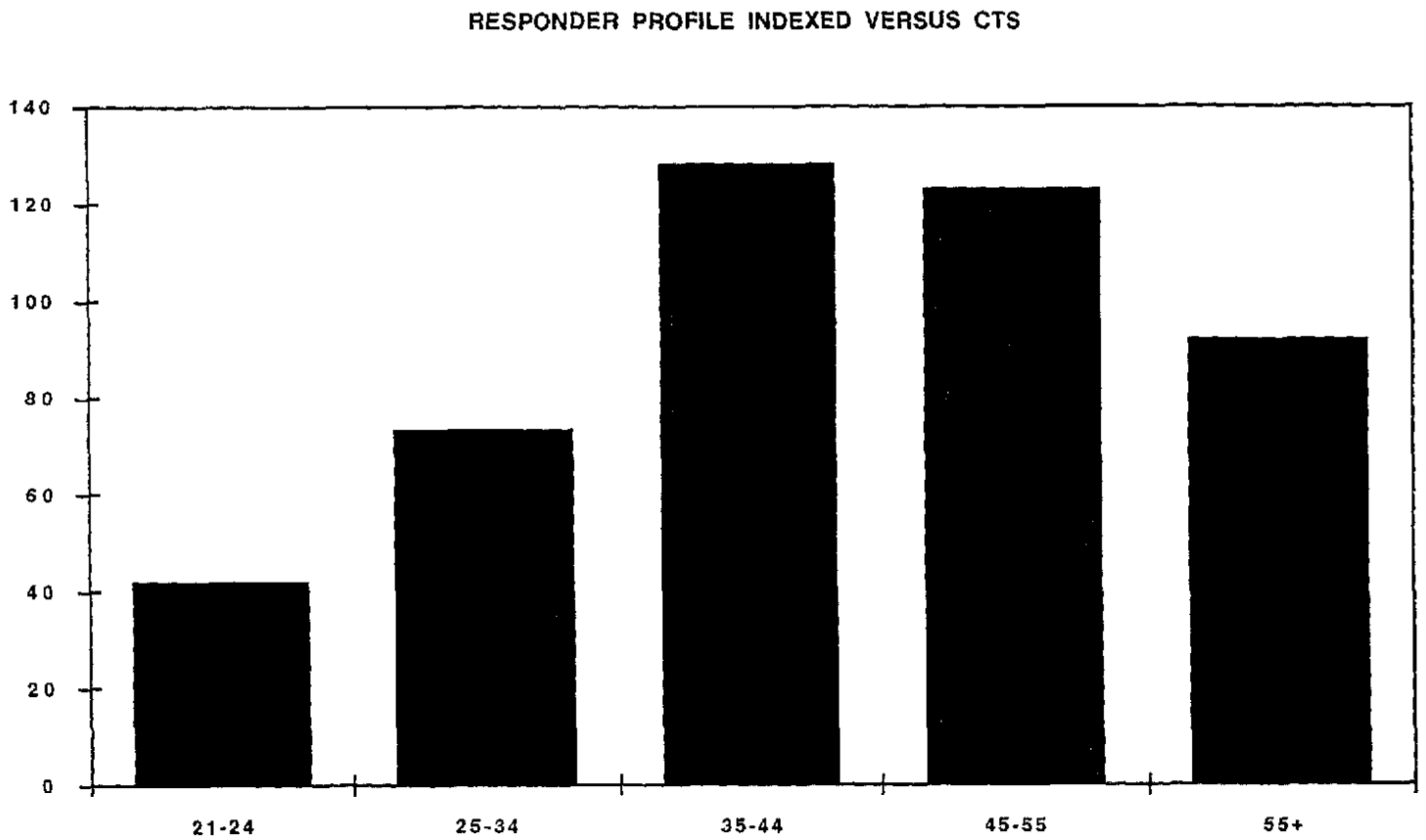
Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# RESPONDER PROFILE INDEXED VERSUS BRAND PROFILE



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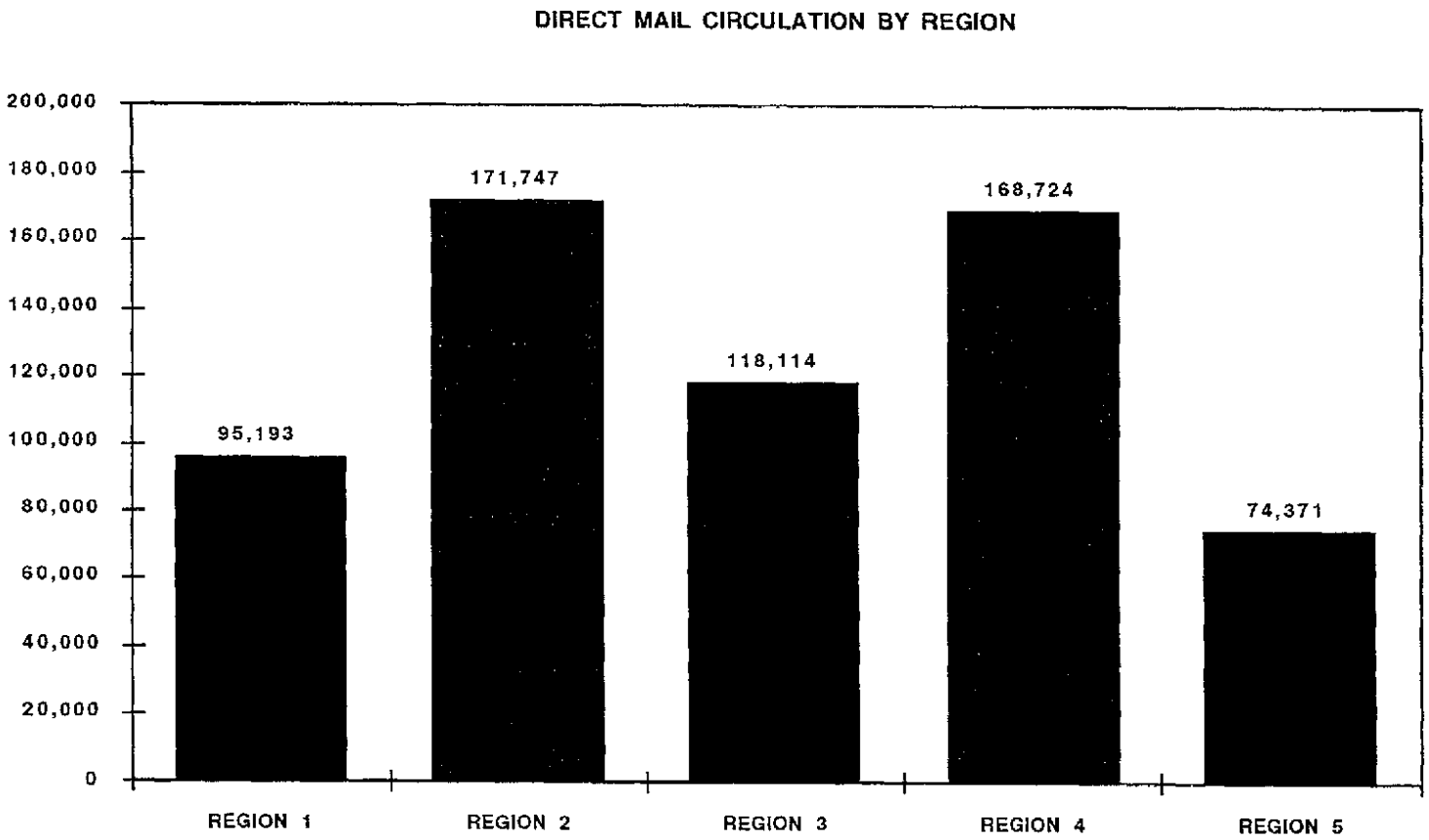
Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# DIRECT MAIL CIRCULATIONS

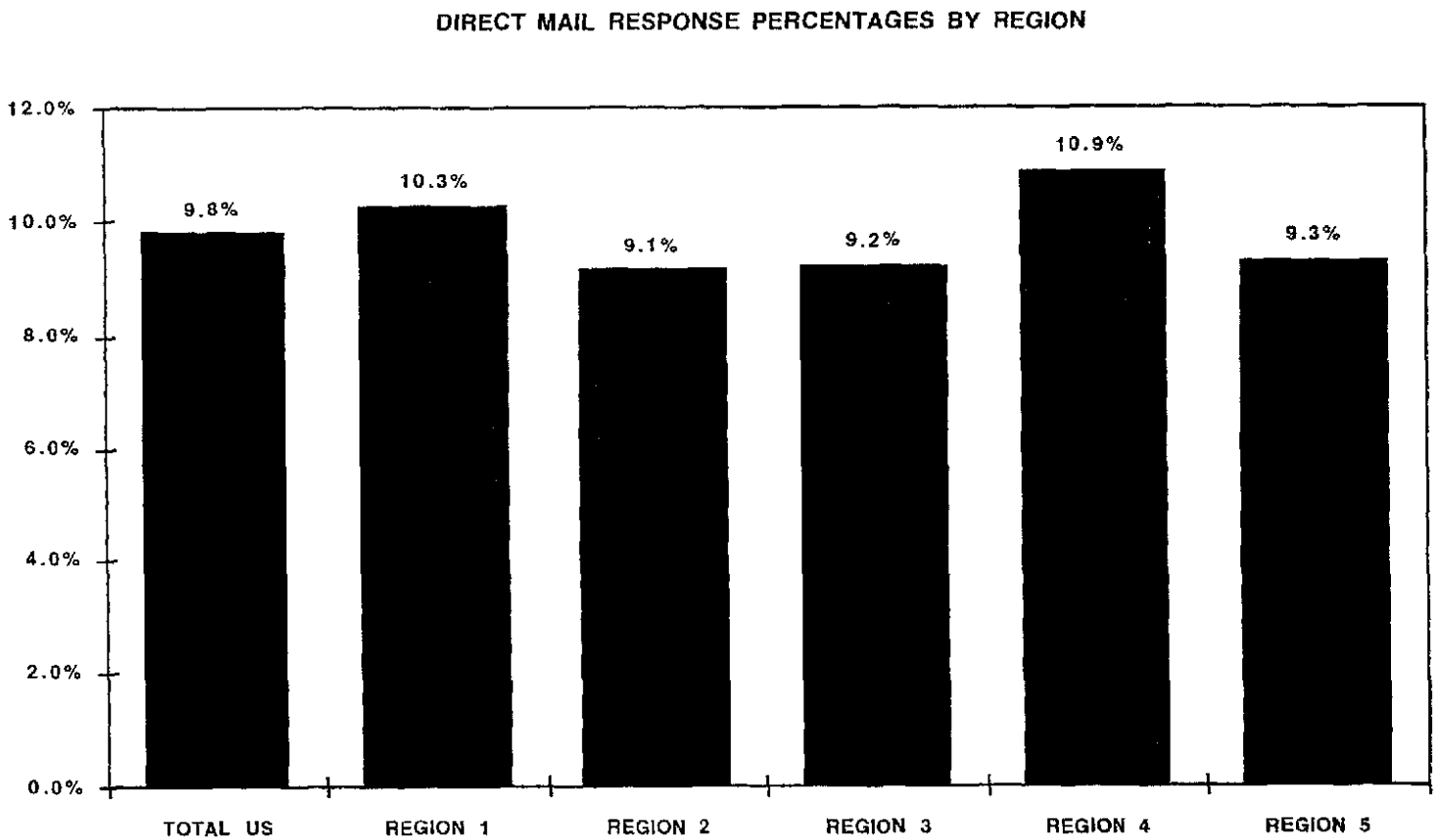





2070662831

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# DIRECT MAIL RESPONSE PERCENTAGES

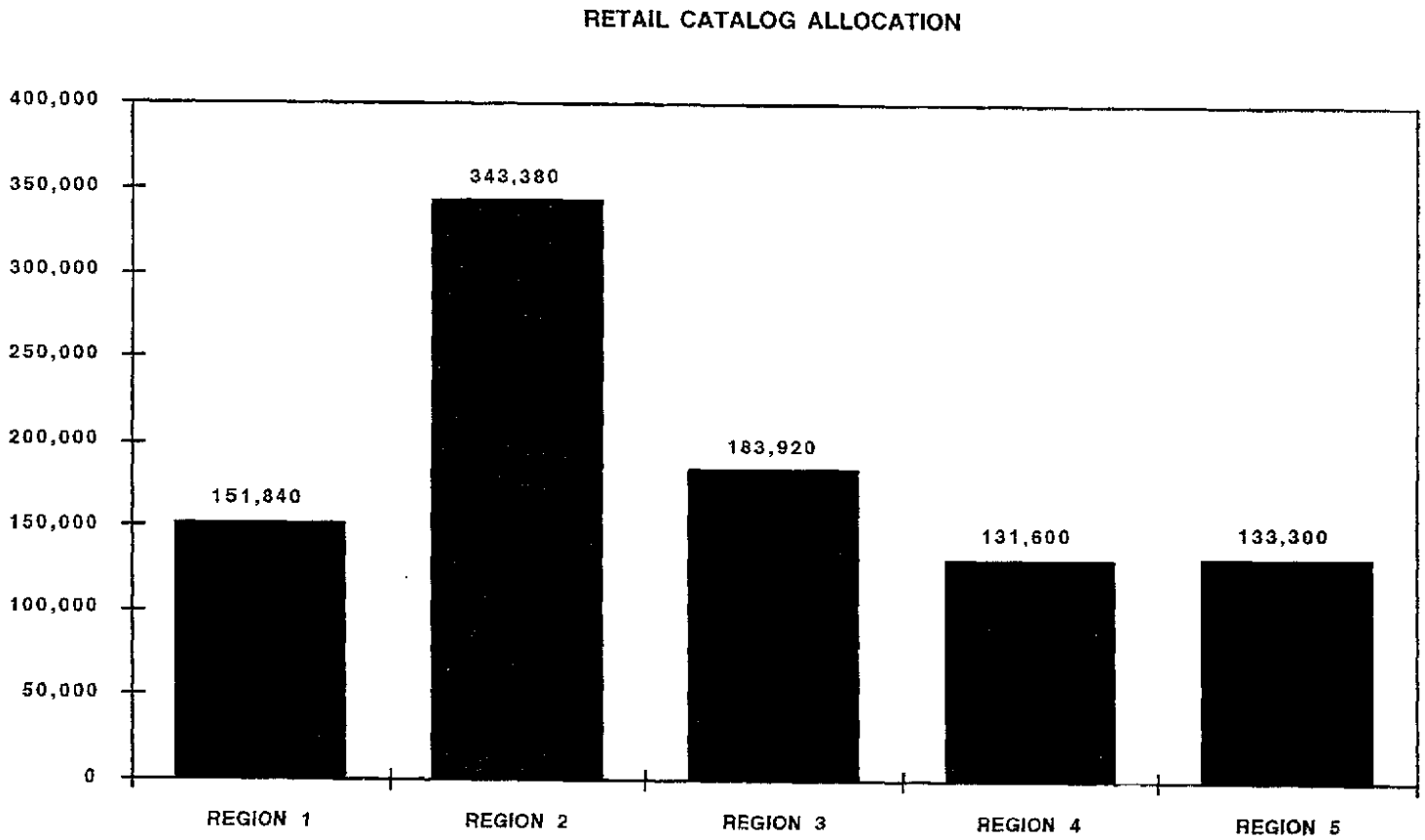





2070662832

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# RETAIL CATALOG ALLOCATIONS



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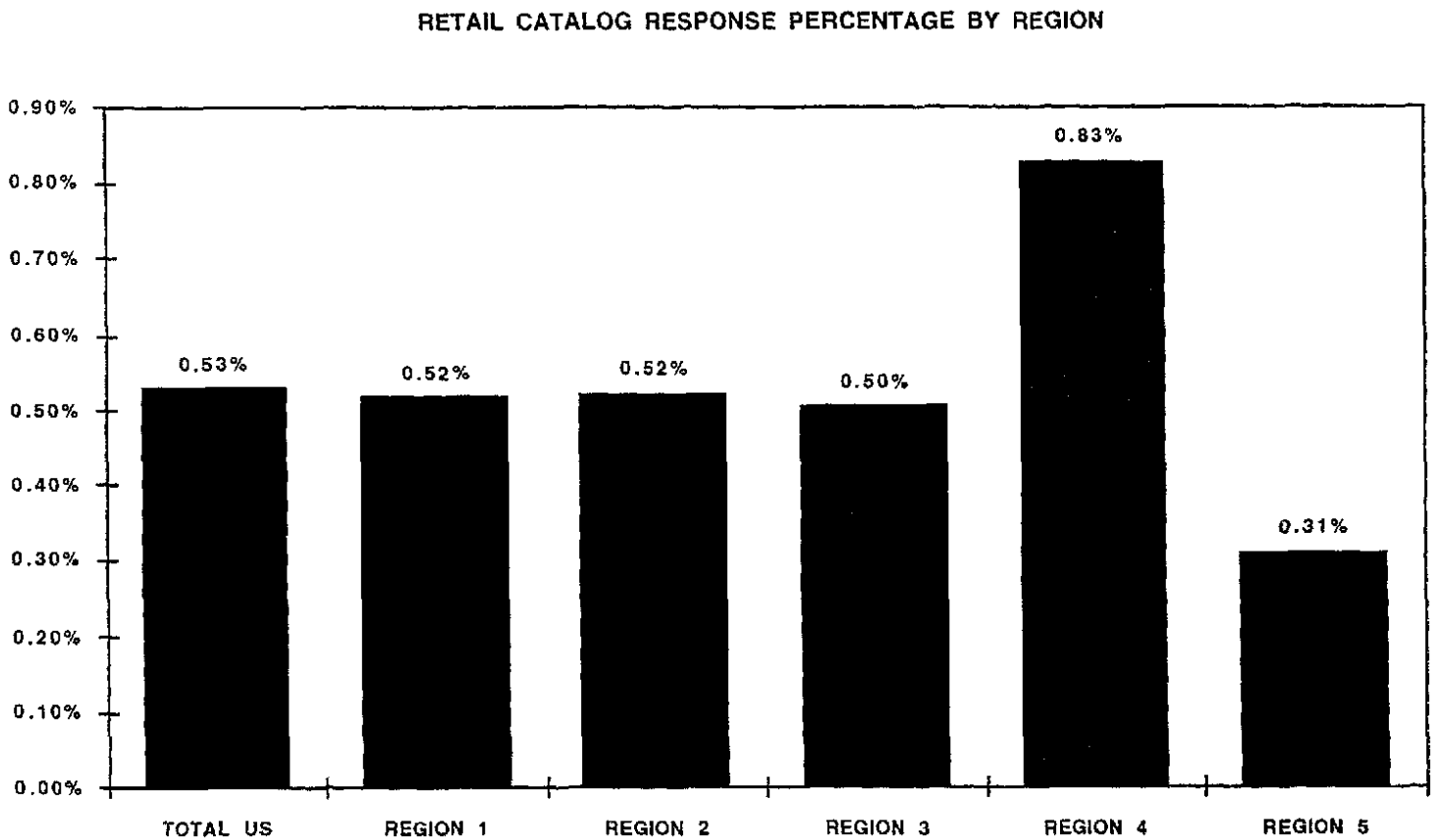
Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# RETAIL CATALOG RESPONSE PERCENTAGE



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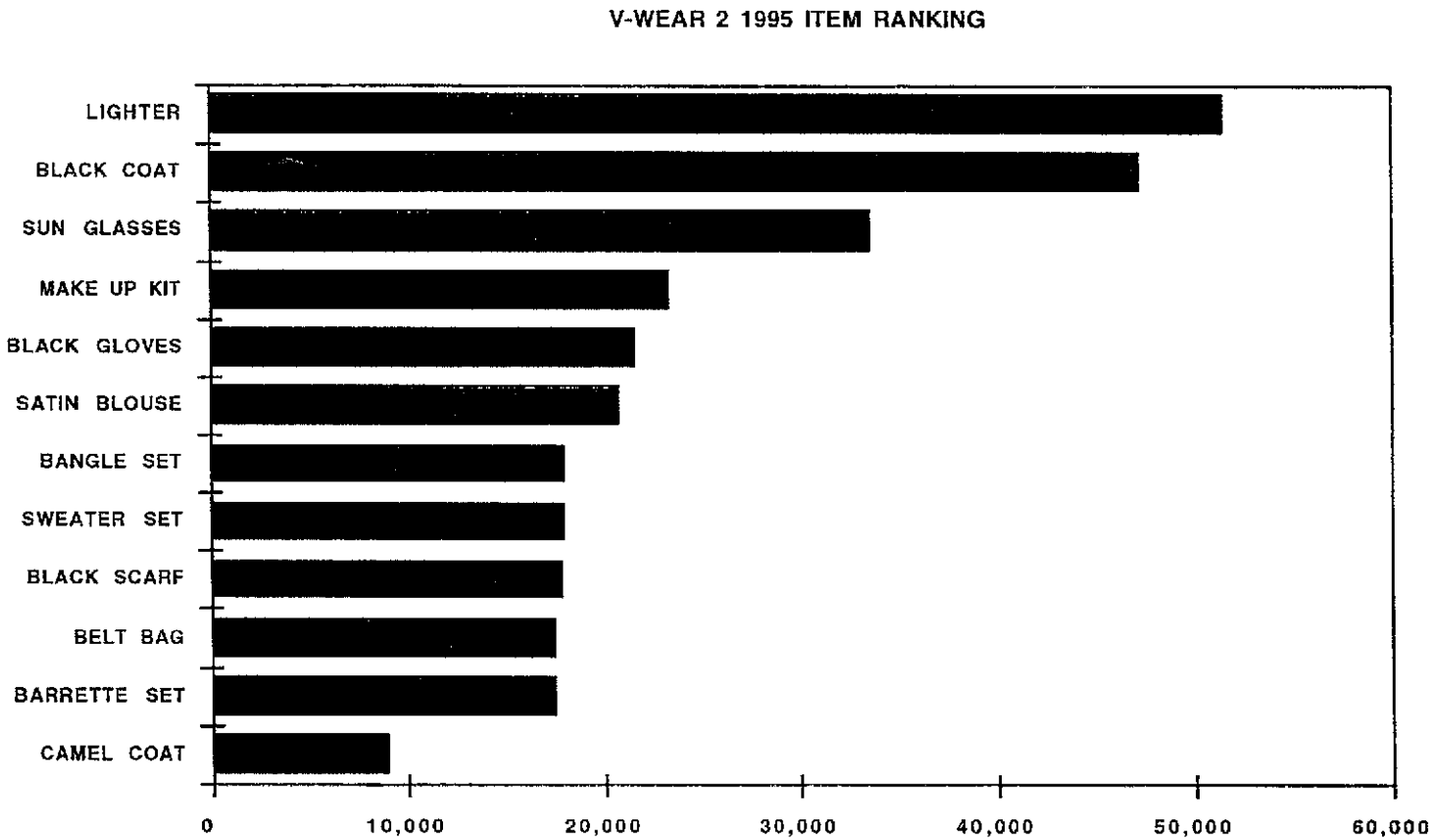
Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# ITEM RANKING



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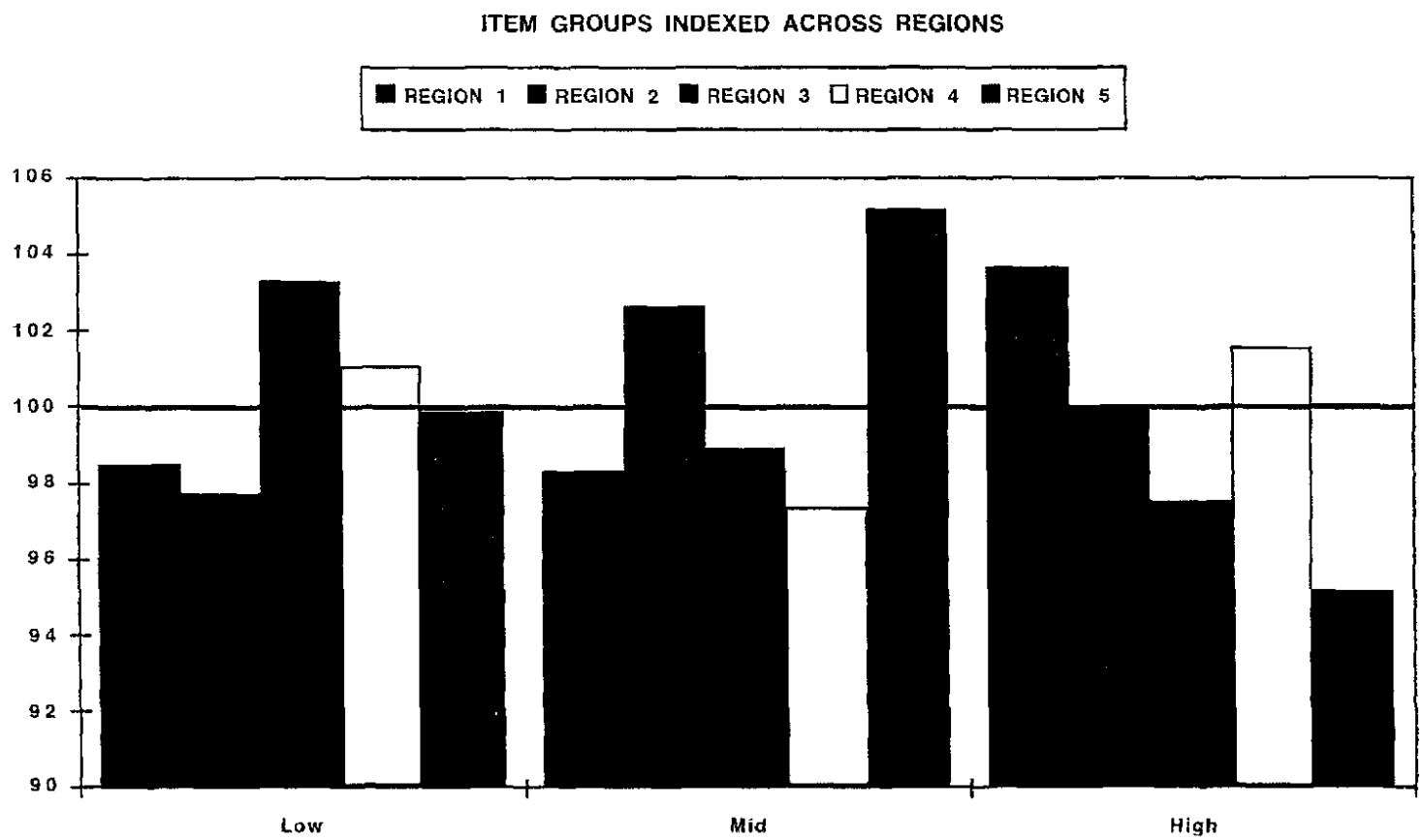
Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# ITEM GROUP INDEX






2070662836

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# ITEMS INDEXED BY AGE

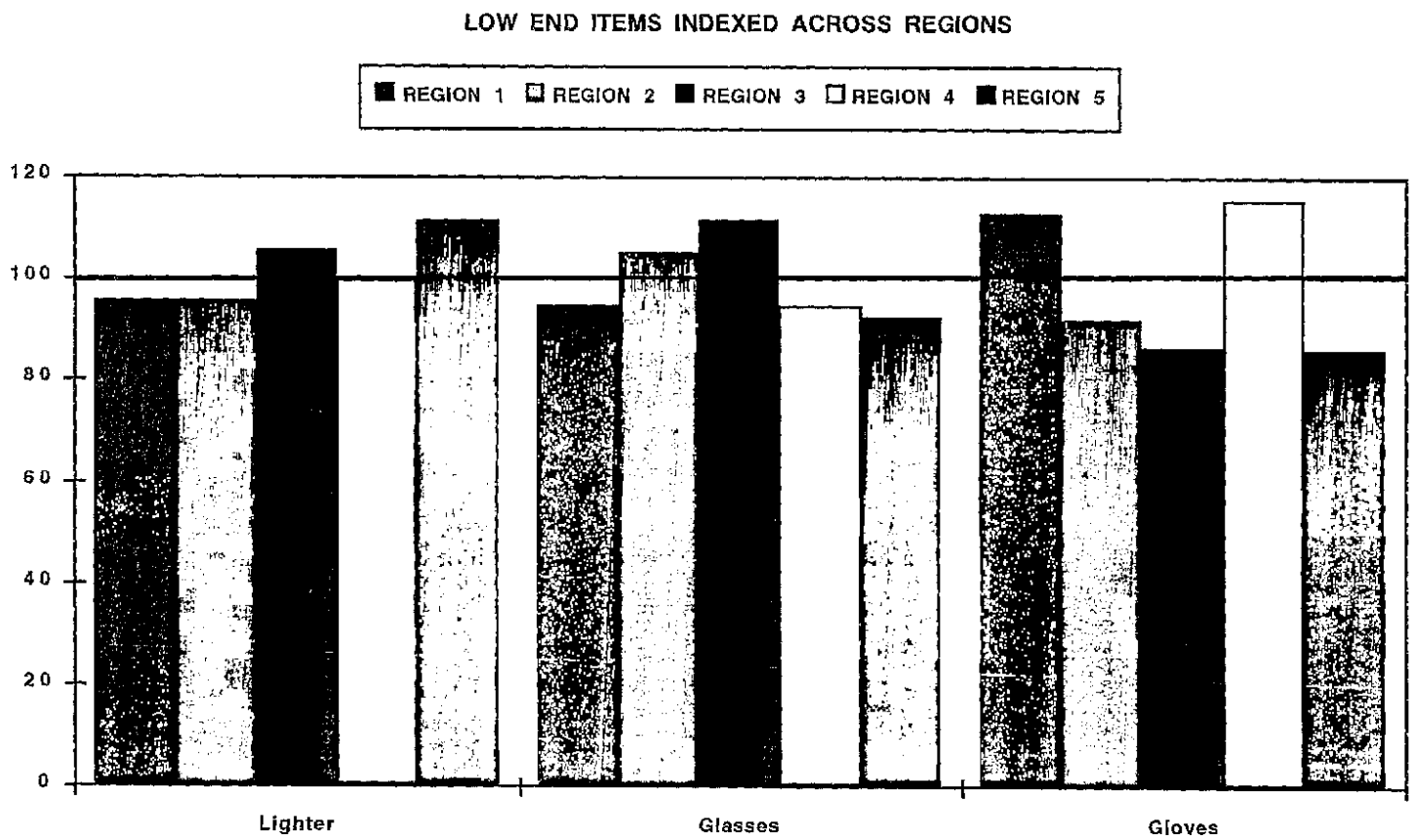
| | 21-24 | 25-34 | 35-44 | 45-54 | 55+ |
|---|---|---|---|---|---|
| LOW | 132 | 114 | 102 | 93 | 79 |
| MID | 93 | 101 | 101 | 98 | 99 |
| HIGH | 71 | 83 | 96 | 110 | 124 |



2070662837

Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# LOW ITEM INDEX



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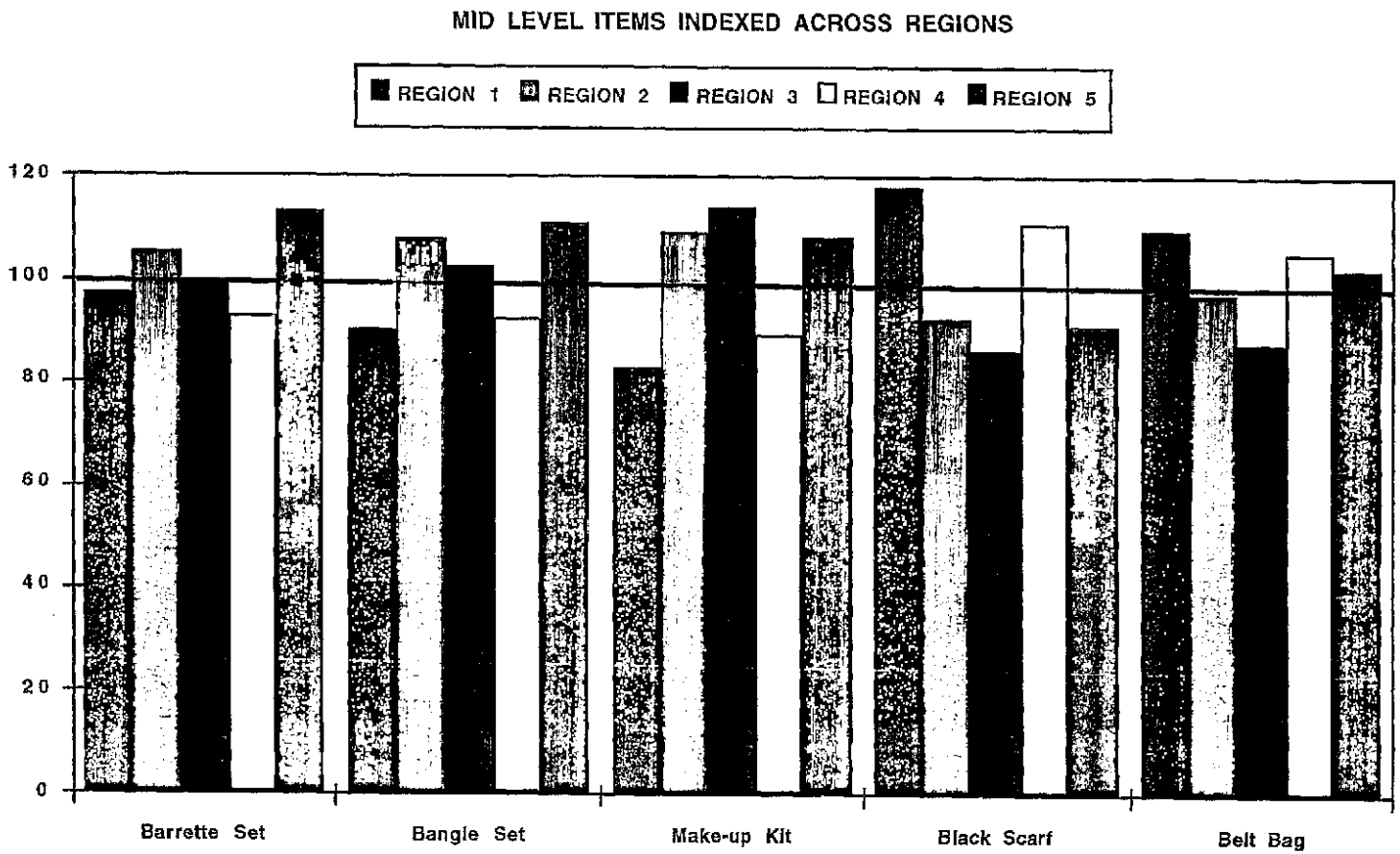
Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# MID ITEM INDEX



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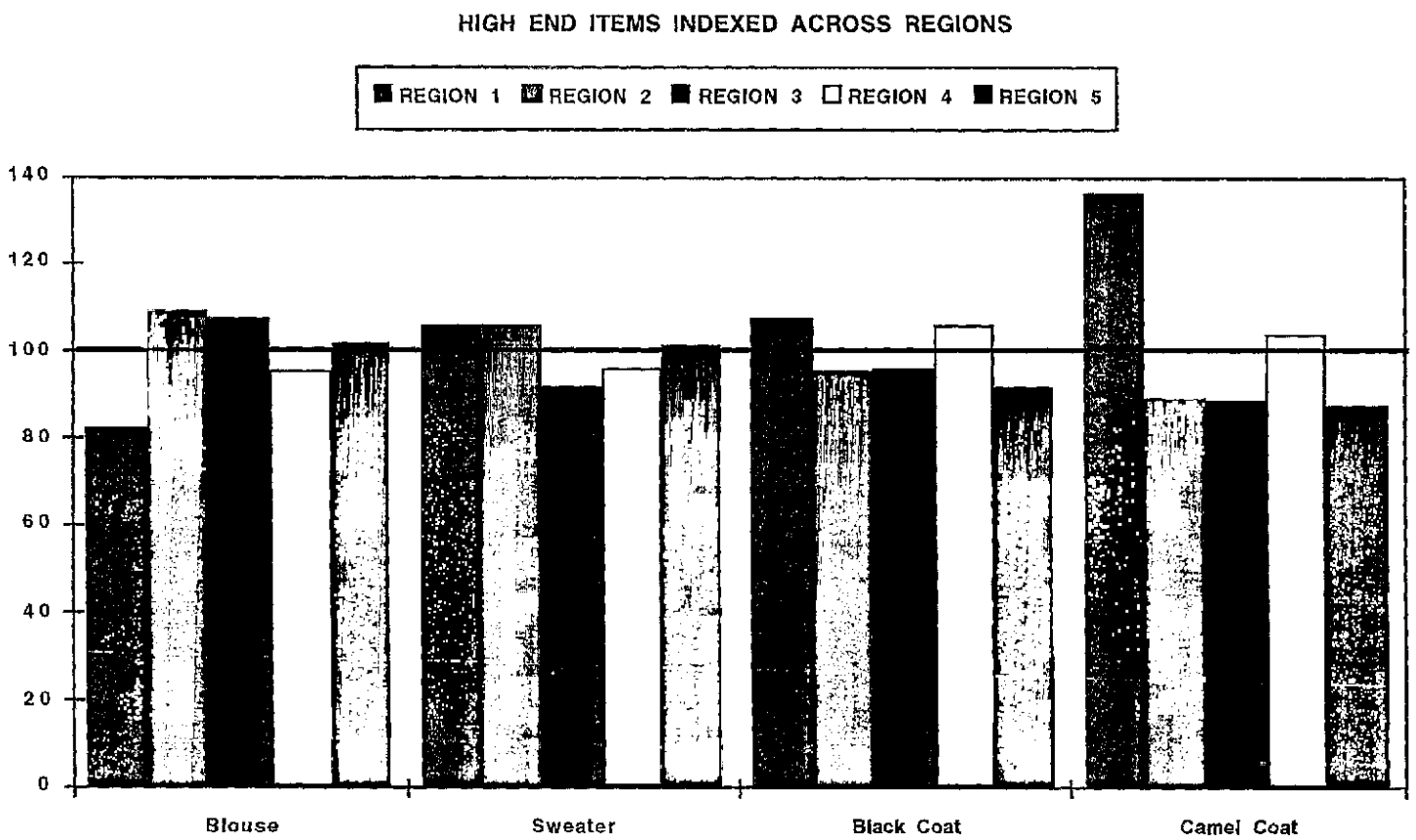
Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004

# HIGH ITEM INDEX



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Source: https://www.industrydocuments.ucsf.edu/docs/hqwy0004